



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 5, Issue 3, October 2025

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, June, October**).

Focus : Education, Social, Economy, Management, and Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

**Strategy Analysis in the Management and Development
of the Al Azqia Shop Business**

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ABSTRACT

Al Azqia Shop is a store engaged in the field of building materials located in Pekon Suka Banjar, Gunung Alip District, Tanggamus Regency. It is categorized as a developing and growing business, but it still faces several challenges in operational and marketing aspects. Currently, the shop relies on manual systems to manage transactions, inventory, and customer data, which often leads to inefficiencies in service, data accuracy, and record-keeping. Furthermore, Al Azqia Shop has not yet utilized digital marketing tools or social media platforms such as Instagram, Facebook, and WhatsApp Business to promote its products, which limits its visibility and sales potential. To achieve business growth and long-term sustainability, Al Azqia Shop must adopt innovative marketing strategies that integrate digital technology and online media. The use of social media campaigns, online advertisements, and digital catalogs can help the shop reach a broader market and increase engagement with customers. Building a strong brand identity and improving customer relations through loyalty programs, responsive service, and after-sales support are also crucial in strengthening consumer trust. Additionally, implementing a marketing strategy that emphasizes competitive pricing, product quality, and convenience will enhance customer satisfaction and loyalty. By monitoring market trends and understanding customer preferences, the shop can offer promotional packages and discounts to stimulate purchasing interest. Strengthening cooperation with suppliers and adopting a semi-digital inventory management system can further improve efficiency. Through these combined efforts, Al Azqia Shop can compete effectively with other building material stores, attract more customers, and achieve sustainable business growth.

Marketing Strategy, SWOT, IFAS, EFAS, Business Development

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ARTICLE INFO

Article history:

Received

26 August 2025

Revised

15 September 2025

Accepted

20 October 2025

Keywords

Corresponding

Author : 

INTRODUCTION

Competition today is arguably increasingly fierce, as sluggish economic growth has resulted in diminished purchasing power. Furthermore, many businesses offer similar products, especially now that nearly the entire world is battling COVID-19. Therefore, it's safe to say that people will be more selective

in choosing which stores to purchase products from, given the difficulty of earning a living due to the COVID-19 pandemic. In terms of management and development, it's crucial to first understand the market and the strategies to be employed to ensure business continuity and growth.

A company's success can be said to be achieved if its financial management is well-managed, as good financial management ensures its survival. Furthermore, a company's success in developing its business requires an efficient promotional strategy and understanding of consumer needs and desires. A strategic promise plays a crucial role in achieving business success. Therefore, marketing plays a crucial role in a business plan. This can be done to maintain and increase product sales. An accurate promotional strategy will increase sales opportunities and sales, enabling the company to maintain its position. Companies must be able to design appropriate and appropriate strategies to achieve their goals. The company's goal is to attract customers so that they can use and purchase the products offered by the company. Therefore, companies must be able to implement appropriate strategies for current market conditions.

Al Azqia Shop is a shop engaged in the building materials sector. Al Azqia Shop often faces stiff competition with other building materials businesses, so customers often choose where to shop. Therefore, in order for Al Azqia Shop to survive and grow, a marketing strategy is needed that can attract customers. When wanting to create a marketing promotion strategy, Al Azqia Shop must first know the appropriate market share, accompanied by what customer needs. Because if Al Azqia Shop first carries out promotions without knowing the market share, the results will be in vain. This must be stopped, because marketing promotion strategies are carried out to develop customer interest. In addition, the many other shops operating in the same field, causing Al Azqia Shop to be able to have an appropriate marketing strategy so that consumers can be interested in the goods sold or offered by Al Azqia Shop. However, in its marketing strategy, Al Azqia shop cannot be said to be optimal, because Al Azqia shop has not or does not use social media for promotions, for example Instagram and Facebook.

RESEARCH METHOD

The type of research used in this Al Azqia Store study is qualitative. Qualitative research is defined as a research method based on postpositivism, used to examine natural objects. The researcher serves as the key instrument. Data collection techniques are combined. Data analysis is inductive or

qualitative. Qualitative research results emphasize the meaning of generation (Sugiyono 2019:18).

According to Sugiyono (2018:37), "research design must be specific, clear, and detailed, and must be firmly established from the outset to serve as a step-by-step guide." Research design provides procedures for obtaining the information needed to formulate or resolve research problems. Research design is the foundation for conducting research. Therefore, a good research design will result in effective and efficient research.

According to Sugiyono (2016:117), "population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that have been determined by researchers to be studied and then conclusions drawn". In this study, the population is the Al Azqia building materials shop business located in Gunung Alip sub-district, Tanggamus Regency.

The definition of a sample according to Sugiyono (2017 :81), "a sample is a portion of the number and characteristics possessed by the population." The population in this study is not yet known, so the researcher cannot determine the number of samples studied. If the population is large, the researcher will not study everything in the population, for example due to limited time, energy, and funds, so the researcher can use a sample taken from the population.

The data analysis used in this study was qualitative, with the goal of systematically, factually, and accurately describing the facts and relationships between the phenomena being investigated. The analysis was conducted after the required data was collected.

Based on this data, the research analysis process was carried out starting from reading, studying, and reviewing the data using the steps according to Miles and Huberman (1992), including the following:

1. Data collection is collecting data at the research location by conducting observations, interviews and documentation by determining the data collection strategy that is considered appropriate and to determine the focus and depth of data in the next data collection process.
2. Data reduction is a form of analysis that sharpens, classifies, directs, removes unnecessary data and organizes data in such a way that final conclusions are obtained and verified.
3. Data presentation is the activity of grouping reduced data. Data grouping is done using labels or other tools.
4. Drawing conclusions (verification) is an analysis activity that is more focused on interpreting the data that has been presented.

RESULT AND DISCUSSION

Al Azqia Store Marketing Strategy in Management and Development.

Marketing is an activity undertaken by entrepreneurs in their efforts to maintain their survival, grow, and generate profits. Marketing activities go beyond simply selling products; they must also focus on customer satisfaction, focusing on their needs. Therefore, customer satisfaction becomes a priority, contributing to increased sales.

Achieving desired goals requires a tool called strategy. A strategy is a major and crucial plan for any company, so a company must be able to choose the most appropriate strategy to implement. A strategy provides a clear direction for achieving goals in order to increase sales, which ultimately maximizes profits.

The marketing strategy implemented is inseparable from the marketing mix policy, also known as the 4Ps (Product, Price, Promotion, and Place). An effective marketing strategy requires knowledge of overall market conditions, consumers, and product demand.

SWOT Analysis of Al Azqia Store Marketing Strategy

A SWOT analysis is a systematic identification of various factors to formulate a company's strategy. This analysis is based on logic that maximizes strengths and opportunities while simultaneously minimizing weaknesses and threats.

A company's strengths include its business units, including competencies, particularly within the organization, which result in the marketed business unit possessing advantages in increasing sales. Sales are the benchmark for a company's profit or gain. Examples of areas of strength include the strength of its marketing strategy, market position, number of suppliers, availability of raw materials, product users, and trust among stakeholders.

A SWOT analysis is a qualitative research technique used to systematically identify various factors and formulate strategies to increase a company's sales. This analysis is based on logic that maximizes strengths and opportunities while simultaneously minimizing weaknesses and threats.

Internal Strategy

1. Strengths

Al Azqia Store possesses strengths common to other entrepreneurs in running their businesses. These strengths allow for competitive development, increasing sales and future progress amidst the growing number of similar businesses. Al Azqi Store's strengths are as follows:

- a. Strategic location

Al Azqia Stores are located in residential areas, both private homes and boarding houses/barracks. This is a strength of Al Azqia Stores' marketing strategy, making it easy for the public to find them.

b. There is a delivery service available

Al Azqia Store offers a delivery service to ensure customers' convenience and ease. This is what sets it apart from other stores.

c. Employee friendliness

The Al Azqia shop offers very friendly service, both from the owner and the staff. They are also neatly dressed, with women wearing headscarves and men wearing modest clothing.

d. Completeness

Al Azqia Store always has large stocks available in trading for categories of goods that are really needed by customers with the aim of keeping buyers coming to the store.

2. Weaknesses

Weaknesses are things that hinder a company from developing and carrying out its activities, hindering its ability to achieve the maximum profit it desires. The weaknesses of Toko Al Azqia include the following:

a. Capital problems

Al Azqia Shop's capital isn't as large as its competitors' because its business isn't particularly large. Consequently, its marketing strategy, especially when it comes to promotion, is less than optimal.

b. Human resources are still lacking

The human resources owned by Al Azqia Shop are still lacking, due to minimal income due to increasing competition, so that if they add employees, they will need more costs to pay them.

c. Money Management Problems

In managing the money of Al Azqia Shop, it still uses a manual system, which is why sometimes the amount received does not match what was earned.

External Strategy

1. Opportunities

a. An opportunity is a chance that a company can exploit to achieve maximum profit. The opportunities presented by Toko Al Azqia are as follows:

b. There are many residential areas around the Al Azqia Shop. The aim of establishing the Al Azqia Shop near residential areas is to reach potential buyers.

- c. The community's need for goods is increasingly complex. The community's basic needs are increasing so that they need a place that sells complete basic necessities, so that people do not need to go to various places just to get the goods they want.

2. Threats

A threat is anything that can interfere with achieving maximum profits. Threats also determine the fate of a company if left unaddressed. The threats facing Toko Al Azqia are as follows:

- a. Many competitors have been established from modern shops. Competition in this business is quite tough, because currently there are many competitors who are all modern, such as other shops that are already modern.
- b. People's purchasing power decreases People's purchasing power will decrease if there is an increase in the price of necessities, so Al Azqia Store will adjust the selling price of goods to the increased price of goods.

SWOT Matrix

The SWOT matrix is a matrix compiled using the strengths, weaknesses, opportunities, and threats identified in external strategic factors. This SWOT matrix uses how opportunities and threats from the store's external environment can be aligned with the store's strengths and weaknesses. Analysis using this SWOT matrix model utilizes data obtained from TokoAl Azqia's internal strategy data and external strategic factors. The SWOT matrix for

TokoAl Azqia is as follows:

1. Strengths include having a strategic location in the middle of the city's busy center, having a delivery service for large numbers of buyers (if there is a request for delivery), friendly employees who make buyers feel respected and comfortable, and the completeness of the goods being sold.
2. Weaknesses include relatively limited capital, which means purchasing is still based on customer demand, meaning overstocking is still not possible. Furthermore, human resources are still lacking, and the cash management system is arguably not yet modern, unlike other stores that already use modern management systems.
3. Opportunities are good market share opportunities, due to the large number of residential areas around the business location and the increasingly complex needs of the community for the goods they require.
4. Threats include the emergence of similar business competitors, resulting in a decrease in income.

Table 1. SWOT Matrix

EFAS IFAS	Strengths (S) a. Strategic location b. There is a delivery service available c. Employee friendliness d. Completeness of goods	Weaknesses (W) a. Capital problems b. Human resources are still lacking c. Money Management Problems
Opportunities (O) a. There are many residential areas around the Al Azqia Shop b. Society's need for increasingly complex goods	SO Strategy: Al Azqia Store should complete the items that are not currently available and create new programs to attract the interest of potential buyers.	WO Strategy: Al Azqia Store provides training to its employees to be able to carry out marketing through word of mouth and create a good name in the community about Al Azqia Store so that its employees are able to carry out marketing that is not only carrying out existing tasks and promotions.
Threats (T) a. Many competitors from modern stores are being established b. People's purchasing power is decreasing	ST Strategy: Al Azqia Store must be able to maintain and improve its services, build good relationships with buyers, and determine competitive prices.	WT Strategy: Al Azqia Store must be able to carry out more effective outreach to all levels of society.

Source: Data processed by the author (2022)

CONCLUSION

Based on the discussion regarding the Analysis of Marketing Strategy in the Management and Development of the Al Azqia Shop Business in Suka Banjar Village, Gunung Alip District, Tanggamus Regency, the following conclusions can be drawn:

1. Based on the analysis carried out, the Al Azqia Shop in Suka Banjar Village, Gunung Alip District, Tanggamus Regency has strategies in management and development, namely:
 - a. Al Azqia Store's product strategy is to sell the best quality building materials and complete all types of products sold.
 - b. Pricing strategy The prices offered at Al Azqia Store are friendly or cheaper than its competitors with the same quality of goods.
 - c. Location/distribution strategy Al Azqia Store has a building shop in a strategic location so that it makes it easier for people to find Al Azqia Store, as well as opening up opportunities to get more visitors.
 - d. The promotional strategy at Al Azqia Store is by word of mouth with people close to you, such as relatives, friends and family and by attaching writing on the goods in the form of discounts or price reductions if you buy a lot.

A SWOT analysis covering strengths, weaknesses, opportunities, and threats. It has been applied by other stores to increase sales. Based on the internal and external analysis conducted at Al Azqia Store, it can be concluded that Al Azqia Store is currently pursuing a growth strategy. The decision to be taken is to develop the company by improving the quality and completeness of products and increasing all forms of promotion.

The suggestions that can be given based on the research results are as follows:

1. Products For product strategy, Al Azqia Store will further develop the products offered by following current developments and market needs so that they are in accordance with the desires of consumers or customers.
2. Pricing: Al Azqia Store's pricing strategy is correct: it must maintain prices that are relatively competitive with competitors, in line with market prices. Al Azqia Store must also focus on customer service to prevent customers from switching to competitors due to similar prices.
3. Promotion For promotional strategies, Al Azqia Store needs to further increase promotional activities by utilizing social media which is now being intensively used by various businesses by placing advertisements through OLX media and also Al Azqia Store must also look for housing developers in the Tanggamus area to become distributors for housing development as done by competing stores, and the company can also carry out promotional strategies by offering to customers who come to the store directly or through banners in front of the store by purchasing many items, Al Azqia Store will give bonuses or discounts to consumers.

Distribution: Currently, Al Azqia Store's distribution to customers is sufficient, with customers being able to come directly to the store or use the

pick-up delivery service provided by Al Azqia Store. It would be even better if Al Azqia Store could expand its delivery fleet or collaborate with online motorcycle taxi services like Via Gojek using GoSend, making shopping easier and more convenient for customers.

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